The role of product knowledge, destination attractiveness, perceived uniqueness, and destination image on intention to stay overnight: a moderated mediation analysis

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Abstract: *Penglipuran is a cultural tourism village that has been awarded as the cleanest village in the world (2016) and one of the best tourism villages in the world by UNWTO (2023). There has been a significant increase in the number of tourist visits to Penglipuran, however the occupancy rate of the homestays is fluctuating and each month is below 20 percent of the rooms available. The increasing number of tourists visit should be able to give a positive influence on the occupancy rate of homestay, but in reality, there is a gap on its. No previous research has been found that examines the problem of homestay occupancy rates that occurred in Penglipuran. Based on that, research was conducted to determine consumer behaviour regarding the existence of homestays. This research refers to the theory of planned behaviour, aims to explain and analyse the relationship between product knowledge, destination image, destination attractiveness, and perceived uniqueness on intention to stay overnight, which is tested using technical structural equation modelling analysis based on partial least squares. The research result shows that the destination attractiveness, perceived uniqueness, and destination image has a positive and significant effect on the intention to stay overnight in homestay. This mediated-moderation analysis also proves that product knowledge plays a moderating role on the effect of destination attractiveness on intention to stay through destination image. But, in the other hand, product knowledge does not play a moderating role on the effect of perceived uniqueness on intention to stay through destination image.*

Key Words: *homestay, attractiveness, uniqueness, knowledge, intention to stay*

1. INTRODUCTION:

Tourism has a strategic position in the development of the Indonesian economy. Inline with dynamics, the movement for tourism development has expanded into variousterms such as sustainable tourism, village tourism, and ecotourism, is a tourism development approach that ensures the tourism activities can be implemented in non-urban destinations (Jumarding et al., 2021: 1). Penglipuran Village is one of the most popular cultural tourism villages in Bangli regency and was the first tourism village established in Bangli regency in 1993. This is based on the fact that there are many potential tourist attractions and achievements possessed by Penglipuran Village, so the Government of Bangli issued a Decree number 115 dated 29 April 1993, which is designated Penglipuran as a tourist attraction or as an area for tourists to visit. Since being designated as a tourist attraction, Penglipuran has received several awards including Kalpataru in 1995, as Green Gold Cultural Category in the Indonesia Sustainable Tourism Award (2017), as the cleanest village in the world along with villages in India and the Netherlands (2016) and as one of the Best Tourism Villages in the World by UNWTO (2023). Penglipuran has fulfilled the 6A main points of the tourism element, as follows: **attraction** in the form of 76 rows of residential houses with the same gate; **amenities** in the form of homestays, restaurants and other supporting facilities (parking lots, rest areas, toilets); **accessibility** in the form of road access, road signs, and transportation; **ancillary** in the form of a tourism management institution that collaborates with the government; **available packages** in the form of cultural activity packages, meal packages, and education packages; as well as **activities** in the form of sightseeing, visiting residents' houses, walking, and shopping.

One of the elements currently being highlighted in Penglipuran is amenities, namely the availability of homestays as an accommodation to make tourists stay longer in Penglipuran. Homestay is accommodation in someone's home environment that offers tourists to experience a new lifestyle, unique customs, and a shared language with the local

community (Basak et al., 2021). In this case, local people as homestay owners provide accommodation equipment according to tourists' needs, so that tourists feel of staying like at home (Chakraborty, 2020). Penglipuran has 25 homestay units spread across several residents' houses. The availability of homestays has apparently not been able to optimally attract tourists to stay overnight and stay longer in the Penglipuran. This is proven by data on the occupancy rate of homestay rooms in Penglipuran. The data shows that the development of the tourist visit is inversely proportional to the homestay occupancy rate, where the level of tourist visits has experienced significant growth with tens of thousands of tourists visiting per month, but the occupancy rate for homestay roomsis on average 9.4 percent of the total available homestay rooms. In order to find out more about the causes of the problems that occurred, a pre-survey was carried out on 30 tourists to find out the factors causing the low occupancy rate of homestay in Penglipuran. The pre-survey results are explained in the following figure.
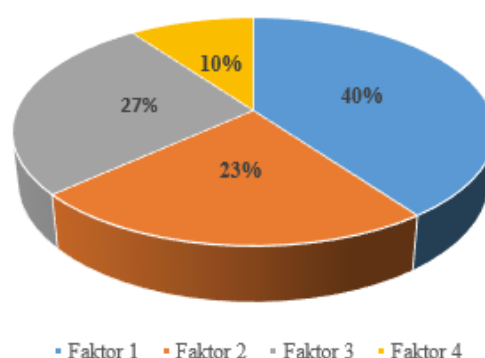
Figure 1: Pre-Survey Result

Based on pre-survey results, it was found that there are four reasons why tourist do not choose to stay at the Penglipuran homestay. These factors are that 40 percent of tourists can enjoy all the tourist attractions in the Penglipuran without having to stay overnight (factor 1), 23 percent do not know about the existence of homestays in the Penglipuran (factor 2), 27 percent have stayed elsewhere (factor 3), and 10 percent of various other reasons such as ease of access to other destinations, ease of access to public places, and other personal reasons(factor 4). These four main reasons are related to destination attributes, marketing communications, and tourist' personal motivational factors. Among the various factors that influence tourist' travel behavior and their choice of accommodation, destination attractiveness is one of the relevant variables to study (Dey et al., 2020). Nasir et al. (2020) stated that destination attractiveness is defined as tourist' emotions, beliefs, and sentiments about cultural attractions, natural attractions, and infrastructure in a destination that meet their specific holiday needs, depending on their availability, budget allocation and time. Furthermore, the research result of Munawar et al. (2021) show that apart from destination attractiveness, uniqueness also has a positive impact on intention to revisit creative tourism. Govaerts and Olsen (2023) also support the results of previous research which stated that perceived uniqueness positively and significantly influences consumer intentions. There are differences in the results conducted by Sari and Amalia (2023) which stated that uniqueness does not have a significant correlation with consumer perceived value. This is a form of gap that occurs, so research needs to be carried out regarding variables related to tourists' intention to stay at homestays in Penglipuran. The role of factors related to destination attributes in tourists' accommodation choices, especially homestays has not been widely studied by previous researchers. Tourists' perceptions regarding destination attractiveness and perceived uniqueness may have a role in the decision-making process regarding accommodation selection. Based on marketers' views, it is important to understand tourists' perspectives regarding alternative accommodation choices and the factors that influence it. There has been no research found in Penglipuran that investigates the role ofdestination attractiveness and perceived uniqueness influencing homestay choices in rural areas, mediated by destination image and moderated by product knowledge. This research aims to fill the gap in variables that have not been widely researched and to find out the reasons behind tourists' decisions in choosing a homestay as their place to stay during their trip. Based on the phenomena that occur, pre-survey results, and existing research gaps, it is important to conduct research on the moderating role of product knowledge on the influence of destination attractiveness and perceived uniqueness on intention to stay for Indonesian tourists at homestay in Penglipuran through destination image as a mediating variable.

2. LITERATURE REVIEW:

Intention to Stay

Intention to stay is a part of the purchasing decision, where the process starts from recognizing needs, searching for information, evaluating alternative choices, purchasing, and post-purchasing behavior (Riyanto and Permana, 2022: 13). The alternative choice evaluation stage is a process where consumers give ratings to several alternative choices and generate a purchase intention towards the brand (Weismueller et al., 2020). Kotler and Keller (2016: 194) state that purchase intention is an instruction from within oneself to buy a brand or to take action related to purchasing. Furthermore, Kotler and Armstrong (2014: 150) explained that purchase intention is the formation of preferences by consumers between brands in a series of choices and may also form the intention to purchase the most preferred brand. In the context of this research, purchase intention has a similar understanding to stay intention.

Destination Attractiveness

Destination attractiveness reflects the feelings, beliefs, and opinions a person has about a destination's ability to provide satisfaction in relation to holiday needs (Nastabiq and Soesanto, 2021). According to Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, a destination attractiveness is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made products that are the target or purpose of tourist visits. The concept of destination attractiveness has attracted the attention of researchers who study it using different approaches and in various contexts (Dey et al., 2020). Based on the indicators in previous research and the adjustments made, the destination attractiveness indicators in this research refer to research indicators from Dey et al. (2020), namely focusing on natural tourist attractions, cultural tourist attractions, tourist activities, community life, accessibility, security, and accommodation facilities.

Perceived Uniqueness

When consumers perceive a brand as different, it is more likely that the brand can be remembered and recognized compared to a number of competing brands, this increases the possibility of generating judgmental benefits about it (Keller and Swaminathan, 2020: 384). Perceived uniqueness refers to differences that are differentiate one brand from another (Hamdany, 2023). Govaerts and Olsen (2023) argue that perceived uniqueness is a salient product attribute that influence attitude towards the product.

Product Knowledge

According to Razak (2023: 37) product knowledge can take the form of knowledge about the product in general, purchase knowledge, and usage knowledge. Khoirunnisa and Albari (2023) stated that consumers with a high level of product knowledge can evaluate a product based on product quality because they believe in the level of knowledge they have. Therefore, they are more aware of the value of a product and then move up to the stage of wanting to buy. On the other hand, consumers with a low level of product knowledge tend to be influenced by cues from the surrounding environment, for example advances from sellers as a way for them to receive information about a product. Product knowledge is an important thing that must be communicated by marketers in providing guidance on the products they offer to consumers (Al- Djufrie, 2021).
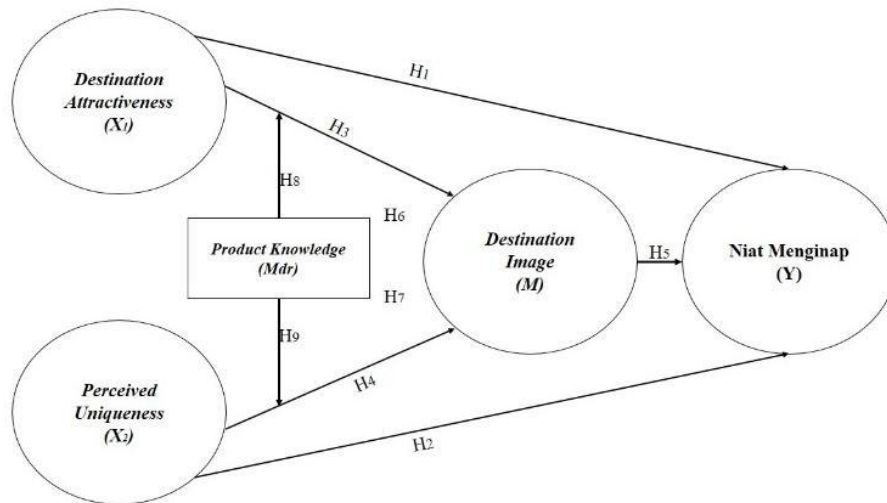
Destination Image

Destination image is defined as the ideas, hopes, and emotional thoughts that tourists retain from a destination or represent associations and pieces of information connected to a tourism destination. Zhou et al. (2022) stated that destination image is a perception based on beliefs, impressions, and expectations of a destination. Apart from that, Carvalho (2022) explains destination image as a combination of unforgettable experiences that a person has with a destination. Image is also defined as a cognitive process of tourist perception which is formed through various information regarding impressions, ideas, emotions, thoughts or feelings of a destination (Cham et al., 2022). Destination image combines the concepts of beliefs, mental representations, and statements about tourist destinations that are not physical (Nazir et al., 2021). There are three indicators used to measure the destination image variable according to Chaulagain et al. (2019), namely affective destination image, cognitive destination image, and unique destination image.

3. RESEARCH METHOD:

This research refers to the theory of planned behaviour which is able to predict and explain the intentions and behaviour of individual consumers. The consumer behaviour in question is the intention to stay in a homestay room. This research aims to explain and analyse the relationship between product knowledge, destination image, destination attractiveness, and perceived uniqueness on intention to stay, which was tested using technical structural equation modelling analysis based on partial least squares (SEM-PLS). Researchers use sampling techniques according to Sugiyono (2021: 144) which states that to obtain good results, the sample can be determined at least 5-10 times the number of indicators in the research. The number of indicators in this research

is 30 indicators, so the ideal sample size in this research is between 150- 300 respondents. Based on these considerations, the sample size used in this research was 150 respondents. Based on the description of this thinking framework, a conceptual framework can be built to explain the relationship between destination attractiveness and perceived uniqueness and intention to stay overnight, with the destination image variable as a mediating variable and the product knowledge as a moderating variable. The relationship between these variables can be described in the following conceptual framework.

Hypothesis

The influence of destination attractiveness on intention to stay overnight

Anggraini and Lupita's research (2021) states destination attractiveness has a significantly positive effect on visit intention. Thus, the destination attractiveness of a tourist destination is one of the considerations for potential tourists when visiting that tourist destination. It is important for a tourist destination to increase its destination attractiveness as well as its facilities and infrastructure so that it can attract potential tourists to visit. Furthermore, Dey et al. (2020) show that certain attributes of destination attractiveness do have an influence on tourists' choice of rural homestays. It is known that cultural and rural attractions have a significant influence on the choice of rural homestay. This means that if a destination has several cultural and rural attractions, then tourists visiting that destination may prefer to stay in a homestay in that destination. Based on the results of previous studies presented, in this study the following hypothesis was formulated.

H_1 : destination attractiveness has a positive effect on intention to stay

The influence of perceived uniqueness on intention to stay overnight

Perceived uniqueness increases significantly along with product scarcity, this significantly increases purchase intention (Chen and Sun, 2014). Uniqueness has a positive and significant influence on consumers' intention to purchase (Aztiani et al., 2019). The unique features of a tourist destination can be one of the elements that tourists take into account when visiting again (Anshori et al., 2020). Furthermore, the research results of Munawar et al. (2021) show that the uniqueness of the destination has a positive impact on intention to revisit creative tourism. This means that the higher the uniqueness of a destination that tourist feel, the greater their intention to revisit. The research results of Govaerts and Olsen (2023) also support the results of previous research which stated that perceived uniqueness positively and significantly influences consumer intentions. Based on the results of previous studies presented, in this study the following hypothesis was formulated.

H_2 : perceived uniqueness has a positive effect on intention to stay overnight

The influence of destination attractiveness on destination image

Martin-Santana et al. (2017) revealed that the diverse attractiveness of destinations contributes to the formation of the overall impression and image of the destination in the minds of tourists. Therefore, destination attractivenessis very important for the formation of destination image and the memorability of tourist experiences. Attractiveness has a positive and significant effect on image (Wiedmann and Mettenheim, 2020). This shows that the better of attractiveness of a product, the better product's image on the eyes of consumers. Additionally, Chin et al. (2020) also stated that there is a positive influence of destination attractiveness on destination image. The results of research by Culic et al. (2021),

supports the results of previous research whichstates that the dimensions of destination attractiveness have a significant positive effect on destination image. The dimensions of destination attractiveness in question consist of destination amenities, tourism infrastructure and accessibility, active family destination, hospitality and services, and social-safety-economic values. Based on the results of previous studies presented, in this study the following hypothesis was formulated.

H_3 : destination attractiveness has a positive effect on destination image

The influence of perceived uniqueness on destination image

Mihardjo et al. (2018) show that uniqueness is an antecedent in improving image. Uniqueness is an important part of the image. Uniqueness allows a destination to be remembered and irreplaceable and makes it difficultto imitate and even beat. Uniqueness is able to create a good image (Patwayati,2019). This is in line with the results of research conducted by Ramdan et al. (2021) who also stated that uniqueness has a positive and significant effect on image. Based on the results of previous studies presented, in this study the following hypothesis was formulated:

H_4 : perceived uniqueness has a positive effect on destination image

The influence of destination image on intention to stay overnight

Salmah and Rizal (2022) stated that destination image also influences tourists' intention to visit a destination. Chalip (2003) analysed all nine destination image variables and gender to predict intention to visit, the results showed that destination image had positive implications for intention to visit. Furthermore, research from Chaulagain et al. (2019) shows that destination image has a positive effect on tourists' purchase intentions or visiting intentions. Kanwel et al. (2019) supports the results of previous research, stating that the affective aspect of destination image plays a higher impact on purchase intentions. Putri and Sukawati (2019) found the same results, stating that image had a positive and significant effect on purchase intention. Rahjasa et al. (2022) stated that destination image has a significant effect on intention to visit. This shows that the higher the image of a destination, the higher the intention to visit. Keni and Winata's research (2023) also concluded that destination image can be used to positively predict tourists' purchasing intentions towards a destination. Ayub and Kusumadewi (2021), stated that image has a positive and significant effect on purchase intention, this shows that the better a company's image, the higher the potential consumer's purchaseintention towards a product. Based on the results of previous studies presented,in this study the following hypothesis was formulated.

H_5 : destination image has a positive effect on intention to stay

The role of destination image mediates the influence of destination attractiveness and perceived uniqueness on intention to stay

Fadiryana and Chan (2019) proved in their research that tourists who positively assess the image of a destination are willing to revisit and recommend the destination to others. Destination image is the dominant factor that causes tourists to visit a tourist attraction (Kuswardani and Yani, 2020). Destination image is formed from past experiences or information received. A positive image of a destination can influence tourists' intentions tovisit (Praditia et al., 2022). The research results of Handayani et al. (2022) statedthat destination image is able to mediate the influence of city branding on tourist interest in visiting. Additionally, Rahjasa et al. (2022) also stated that destination image mediates the influence of promotions and E-WOM on visitingintentions. Destination image has been widely recognized as a powerful managerial tool for the tourism industry in a dynamic and competitive global environment to increase tourist interest in repeat visits (Rahmat et al., 2023). Based on the results of previous studies presented, in this study the following hypothesis was formulated.

H_6 : destination image mediates the influence of destination attractiveness on intention to stay

H_7 : destination image mediates the influence of perceived uniqueness on intention to stay

The role of product knowledge moderates the influence of destination attractiveness and perceived uniqueness on intention to stay

The concept of providing information that changes consumer behavior so that they know more about the product is divided into two aspects, namely product introduction and product attribute introduction. Product communication activities must aim at brand or product knowledge and consumer interest. The focus of the product positioning strategy must be on achieving the goal of providing information to potential consumers, building good marketing communications so as to create a good image in the eyes of consumers. Marketing communications frame a good

impression in the minds of consumers, so that it can produce better product knowledge (Siyal et al, 2021). When consumers had evidential, conformational, and experiential information about products, then supported by positive product knowledge can strengthen consumers' encouragement to make purchases (Noviantari et al., 2022).

H_8 : product knowledge is able to moderate the influence of destination attractiveness on intention to stay overnight through destination image

H_9 : product knowledge is able to moderate the influence of perceived uniqueness on intention to stay overnight through destination image

4. RESULT / FINDINGS :

Hypothesis testing using path analysis with SEM Smart- PLS. Path analysis shows the direct or indirect effect of the independent variable on the dependent variable with a mediating variable. The bootstrapping method can be used for variousthings, one of which is to determine t-statistic values as is done in the SEM-PLS model.By using the bootstrapping method or resampling up to 5000 times, will be able to calculate the Standard Deviation. Significance testing is carried out to determine the significance of direct and indirect effects. The t-statistics condition must be greater than the t–value. The t-value used in this study was 1, 96. Bootstrapping procedure in SEM-PLS is used to see the estimated value of the path coefficient along with the level of significance which can then be used to test the hypothesis in the research. Hypothesis testing aims to find out how much influence the independent variable has on the dependent variable. The statistical test used for hypothesis testing is the T test. The alternative hypothesis is accepted if the p-value $<\alpha$ 5%. Table below shows the results of direct effect testing using bootstrapping from PLS analysis.

Table 1 Results of Direct Influence Tests between Research Variables

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P-Values	Information
X1 -> Y	0.260	0.062	4,197	0,000	Accepted
X2 -> Y	0.271	0.066	5,290	0,000	Accepted
X1 -> M	0.408	0.003	3,253	0.007	Accepted
X2 -> M	0.3 22	0.082	3,926	0,000	Accepted
M -> Y	0.237	0.110	2,160	0.032	Accepted

Source: Primary data processed, 2024

The data in Table 1 shows that H_1, H_2, H_3, H_4, and H_5 are accepted. Based on the results of the direct influence test, it was found that the p-value for each research variable can be explained as follows.

1) In the relationship between destination attractiveness and intention to stay, it was found that the original sample value was 0.260 with a p-value of $0.000 < 0.05$. The statistical value obtained was $4.197 > 1.96$. The results of this test show that H_1 accepted, destination attractiveness influences the intention to stay overnight. This means that an increase in one unit of destination attractiveness can influence an increase in intention to stay by 0.260 units.

2) In the relationship between perceived uniqueness and intention to stay overnight, it was found that the original sample value was 0.271 with a p-value of $0.000 < 0.05$. The statistical value obtained was $5.290 > 1.96$. The results of this test show that H_2 accepted, perceived uniqueness influences the intention to stay overnight. This means that every increase in one unit of perceived uniqueness can influence an increase in tourists' intention to stay by 0.271 units.

3) In the relationship between destination attractiveness and destination image, it was found that the original sample value is 0.408 with a p-value of $0.007 < 0.05$. The statistical value obtained is $3.253 > 1.96$. The results of this test show that H_3 accepted, destination attractiveness influences the destination image. This means that every one unit increase in destination attractiveness can affect the increase of destination image by 0.408 units.

4) In the relationship between perceived uniqueness and destination image, it was found that the original sample value was 0.322 with a p-value of $0.000 < 0.05$. The statistical value obtained was $3.926 > 1.96$. The results of this test show that H 4 is supported and accepted, the relationship between perceived uniqueness and destination image is positive and significant. This means that every increase of perceived uniqueness variable by one unit can have an effect on the destination image by 0.322 units.

5) In the relationship between destination image and intention to stay, it was found that the original sample value was 0.237 with a p-value of $0.032 < 0.05$. The statistical value obtained was $2.160 > 1.96$. The results of this test show

that H_5 is accepted, destination image influences the intention to stay overnight. This means that every one unit increase in destination image can influence 0, 237 units of intention to stay overnight.

Results of indirect influence testing

    Testing of the indirect influence in this research was carried out on the mediating role of *the destination image variable* and the moderating role of *the product knowledge variable*. The results of indirect influence testing can be seen in Table 2 as follows.

Table 2   Indirect Effect Test Results

	Original sample (O)	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*	*Information*
X $_1$ -> M -> Y	0.087	0.093	2,044	0.038	Accepted
X $_2$ -> M -> Y	0.071	0.077	2,123	0.003	Accepted
Mdr x X $_1$ -> M-> Y	0.225	0.195	3,290	0.013	Accepted
Mdr x X $_2$ -> M-> Y	0.001	0.001	1,011	0.314	Rejected

Source: *Primary Data processed, 2024*

    Based on the results of the indirect effect test in Table 2, it can be seen that the *p-value* for each variable is as follows.

1) *P-value* to test the role of *the destination image variable* in mediating the influence of *destination attractiveness* on intention to stay is 0.038 < 0.05. The statistical value is 2.044 > 1.96. This shows that *destination image* is able to mediate the influence of *destination attractiveness* on intention to stay overnight.

2) *P-value* to test the role of *destination image* in mediating the influence of *perceiveduniqueness* on intention to stay is 0.003 < 0.05. The statistical value is 2.123 > 1.96.This shows that the *destination image variable* plays a positive and significant rolein mediating the influence *perceived uniqueness* on intention to stay overnight.

3) *The p-value* to test the role of *the product knowledge variable* in moderating the influence of *destination attractiveness* on intention to stay overnight through *destination image* as a mediator is 0.013 < 0.05. The statistical value is 3.290 >1.96. This shows that *product knowledge* is able to moderating the influence of *destination attractiveness* on intention to stay overnight through *destination image.*

4) *The p-value* to test the role of *the product knowledge variable* in moderating the influence of *perceived uniqueness* on intention to stay overnight through *destination image* as a mediator is 0.314 > 0.05. The statistical value is 1.011 < 1.96. This shows that *product knowledge* is not able to moderate the influence of *perceived uniqueness* on intention to stay overnight through *destination image.*

    Mediation testing is carried out to test and the intervention of mediating variables is able to mediate the variable relationship either fully (*fully mediated*), partially (*partially mediated*), or without acting as a mediator. The results of testing themediating variables in this study are described as follows.

1) The mediating role of *the destination image variable* on the influence of *destinationattractiveness* on intention to stay is as follows.

    a) The value of **a** is obtained by looking at the level of significance of the influenceof exogenous variables on endogenous variables. In this study, the level of significance of the influence of *destination attractiveness* on intention to stay overnight is 0.000. This shows that the value of a is significant.

    b) The **b** value is obtained by looking at the level of significance of the influence of exogenous variables on the mediating variable. In this study, the level of significance of the influence of *the destination attractiveness variable* on*destination image* is 0.007. This shows the value of b is significant.

    c) The **c** value is obtained by looking at the level of significance of the influence of the mediating variable on the endogenous variable. In this study, the significance level of the influence of *destination image* on intention to stay overnight was 0.032. This shows that the c value is significant.

    Based on the results of the effect examination, it can be explained that the effects **a**, **b**, and **c** are significant. So, the mediating role *of destination image* on theinfluence of *destination attractiveness* on intention to stay is proven to be partially mediated.

2) The mediating role *of destination image* on the influence of *perceived uniqueness* on intention to stay overnight is as follows.

   a) The value of **a** is obtained by looking at the level of significance of the influenceof exogenous variables on endogenous variables. In this study, the significancelevel of the influence of *perceived uniqueness* on intention to stay overnight was 0.000. This shows that the value of a is significant.

   b) The **b** value is obtained by looking at the level of significance of the influence of exogenous variables on the mediating variable. In this research, the level ofsignificance of the influence of *perceived uniqueness* on *destination image* is 0.000. This shows the value of b is significant.

   c) The **c** value is obtained by looking at the level of significance of the influence of the mediating variable on the endogenous variable. In this study, the significance level of the influence of *destination image* on intention to stay overnight was 0.032. This shows that the c value is significant.

Based on the results of the effect examination, it can be explained that the effects a, b, and c are significant. This shows that the mediating role *of destination image* on the influence of *perceived uniqueness* on intention to stay is proven to bepartially mediated in the model (*partially mediated*).

5. CONCLUSION:

1) **Methodological Implications**

   Based on the results of the research analysis, it can be seen that theoretically, the overall results of this research generally support several previously existing theories, namely *the theory of planned behaviour* and *the theory of reasoned action*. This research is expected to provide an empirical contribution regarding the relationship between the variables studied, namely *destination attractiveness, perceived uniqueness, destination image, product knowledge,* and intention to stay for the development of marketing management science, especially marketing in the tourism sector. Based on these findings, the results of this research are able to enrich the development of marketing management science in the tourism sector, related to consumer behaviour in purchasing tourism products. It is hoped that the results of this research can be used to enrich references and knowledge related to the variables in this research.

2) **Managerial Implications**

   The homestay owners in Penglipuran Tourism Village to increase tourists' intention to stay overnight, as follows.

- This research provides information regarding respondents' perceptions of the indicators for each research variable. This respondent's perception can be used as a reference or guideline for making improvements and improvements, especially on indicators that receive low scores and are in the below average category.

- This research provides useful information and valuable insight for the management of the Penglipuran Tourism Village and *homestay owners* regarding the influence of tourist attraction, uniqueness, product knowledge, and destination image on tourists' choice of *homestay*. Variables that have a positive and significant influence on tourists' intention to stay overnight can begiven more attention so that it has an impact on increasing tourists' intention to stay at *homestays* in Penglipuran.

- This research shows the results that *destination attractiveness* has a positive and significant effect on the intention to stay for Indonesian tourists at *homestays* in the Penglipuran Tourism Village, so the management of the Penglipuran Tourism Village is expected to increase the attractiveness of the destination by developing various tourist packages to attract tourists to stay longer in the Tourism Village. Penglipuran by staying at *a homestay*. Some tourist packages that can be developed include *trekking tours* in village areas and cultural packages in the form of regular performances of Balinese dances with the characteristics of the Penglipuran Tourism Village.

- This research shows that *perceived uniqueness* has a positive and significant effect on the intention to stay for Indonesian tourists at *a homestay in Penglipuran Tourism Village, so the homestay* owner is expected to provide more unique value to tourists. For example, by providing *a welcome drink* in the form of *Loloh Cem-Cem* is a typical drink of Penglipuran. The *homestay* owner can also increase its uniqueness by providing a *breakfast menu* typical of Penglipuran cuisine. In the future, it is necessary to equalize *homestay* standards, for example by using bamboo architecture in *homestay buildings* to become a distinctive feature *of homestays* in the Penglipuran. Another unique thing that homestay owners can offer is by providing overnight packages that are

equipped with several other tourist activities, such as *photoshoot packages* in traditional Balinese clothing, cultural activity packages, cultural attraction packages, and various other tourist package options that are identical to the Penglipuran.

- This research shows that *destination image* has a positive and significant effect on intention to stay overnight, so the management of Penglipuran and *homestay owners* must work together and synergize to create a positive *image* of Penglipuran Tourism Village and also *the image* positive on *homestays.* This positive *image* can be created by improving the quality of the destination, the uniqueness of the destination, and the professionalism of destination management which can influence the level of pleasure tourists feel when visiting. A positive *image* is formed when reality is in line with or exceeds tourists' expectations.

- This research shows that *product knowledge* plays a moderating role in the influence of *destination attractiveness* on intention to stay overnight through *destination image.* This means that the higher the product knowledge that tourists have, the better *the destination image* in the minds of tourists, the higher the intention of tourists to stay at *a homestay*. Based on this, *homestay owners* can increase promotional synergy regarding the existence of *the homestay* by promoting on social media, *websites*, collaborating with the management of Penglipuran, and collaborating with *online travel agents*. Increasing information about the existence of products also needs to be done by installing *signage* in front of each resident's house that provides *homestays*.

- The results of this research can be used as a basis for determining management policies for Penglipuran, especially those related to the sustainability *of homestays.*

6. LIMITATIONS:

The process of carrying out this research has several limitations that need to be taken into account, especially in future similar research. Some of these limitations are as follows.

- The scope of the research is limited to one area, namely Penglipuran Village, so the results of this research cannot be generalized to a wider range of tourists.

- Respondents in this study were limited to domestic tourists only, so the result cannot be generalized to foreign tourists because there are differences in characteristics, so future research needs to be carried out that focuses on foreign tourists.

- This research uses a *cross-sectional time design* or at a certain point in time, but on the other hand, this research observes the dynamics of conditions which can experience changes in each period, so this research is important to re-examine.

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